

## **EXHIBIT A**

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Attorneys for Defendant  
Google Inc.

IN THE UNITED STATES DISTRICT COURT  
FOR THE SOUTHERN DISTRICT OF NEW YORK

THE AUTHORS GUILD, INC., Associational  
Plaintiff, BETTY MILES, JOSEPH  
GOULDEN, and JIM BOUTON, on behalf of  
themselves and all other similarly situated,

Plaintiffs,

v.

GOOGLE INC.,

Defendant.

Civil Action No. 05 CV 8136 (DC)  
**ECF Case**

**EXPERT REPORT OF PROFESSOR ALBERT N. GRECO**

**May 3, 2012**

1. I am a professor of Marketing at Fordham University's Schools of Business: The Gabelli School of Business and the Graduate School of Business Administration. I have studied the U.S. book publishing industry for twenty-seven years. I am the author or editor of twelve scholarly books, twenty scholarly articles, and nineteen chapters in edited volumes. The vast majority of these publications addressed some aspect of the book publishing industry. I also have worked on ten professional books containing essays and statistical datasets about the book industry. My curriculum vitae is attached to this report as Exhibit A. Cases in which I testified previously are listed in Exhibit B. I am being paid \$350 per hour for my work on this case. A list of materials provided by counsel for Google Inc. that I considered in the preparation of this report is attached as Exhibit C; other materials I considered are cited herein.

2. I have been asked to describe the following:

- a. Characteristics and practices in the book industry, such as mergers, acquisitions, and reversions, that affect one's ability to locate rights holders for books;
- b. The benefits to authors of making it easy for potential readers to find their books; and
- c. Industry custom and practice pertaining to the sales and marketing of books, and in particular to the practice of allowing potential buyers to search within books.

3. In brief, my opinion on these topics is as follows:

- a. Given the many factors that make it difficult to trace rights holders, it would be infeasible to clear rights for any comprehensive attempt to digitize books, such as the 20 million plus books in Google Books.
- b. Custom and practice in the book industry recognize that it is both difficult for authors to have their works discovered by potential readers and important for authors to make it easy for readers to find their works. Search tools such as Google Books, which make it easier for authors to be found, benefit rather than harm authors.
- c. Authors are paid for sales, not searches. Both as a matter of industry custom and practice, and in my own personal experience, authors do not receive royalties in return for allowing their works to be searched. Search tools benefit authors, and it makes no sense for authors to demand payment or to be paid for the development of things that help them sell books.

4. I understand that Google has scanned more than 20 million books in connection with the Google Books project.<sup>1</sup> Users may search the text of these books to find books they might wish to buy or check out from a library.<sup>2</sup> For some books that are subject to copyright, a user's search may return a "snippet" of text.<sup>3</sup> On each page that shows a snippet, Google provides links to bookstores or libraries where the book identified by a search may be bought or borrowed.<sup>4</sup> Google displays no more than three snippets in response to a search, no matter how many times a search term appears in a book.<sup>5</sup> Google does not display snippets for reference works such as dictionaries,<sup>6</sup> and its technology prevents users from viewing a full page of a book or stitching snippets together to copy a whole book.<sup>7</sup>

5. Other books are in Google's "Partner Program." Publishers of books in this program have given Google permission to display full pages of text rather than snippets. Over 45,000 publishers have signed up for this program, which includes over 2.5 million books.<sup>8</sup> One of my books, *The Book Publishing Industry*, is in the partner program.

6. The nature of the book publishing industry makes for a very complicated rights situation that, for some books, can be very costly and difficult if not impossible to unravel. Based on my knowledge of the industry, and given the comprehensiveness of Google Books, in my opinion it would not have been possible to find the copyright holder for a significant portion of those books, much less all of them.

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<sup>1</sup> Declaration of Daniel Clancy in Support of Google's Opposition to Plaintiffs' Motion for Class Certification ¶4. For books that come from libraries working with Google, the library may choose to download a copy of books it has provided to be scanned. Defendant Google Inc.'s Supplemental Narrative Responses and Objections to Plaintiffs' Second Request for Production of Documents and Things, November 2, 2011, p. 8.

<sup>2</sup> *Id.* ¶2.

<sup>3</sup> *Id.*

<sup>4</sup> *Id.* ¶3.

<sup>5</sup> *Id.* ¶8.

<sup>6</sup> *Id.* ¶9; Deposition of Daniel Clancy, February 10, 2012, at 90; 188.

<sup>7</sup> Clancy Declaration ¶10.

<sup>8</sup> *Id.* ¶6.

7. The Register of Copyrights records 8,636,703 books registered between 1923 and 2009.<sup>9</sup> These books are the product of many different publishers. The Commerce Department, for example, tracks slightly more than 3,000 publishing firms.<sup>10</sup> That 45,000 publishers participate in Google's Partner program indicates that the Commerce Department data reveal just the tip of the iceberg.

8. This large number of publishers is not static. From a rights clearance point of view it can represent a moving target because mergers and acquisitions are common in the book publishing industry. Particularly in the 1960s, a trend in which companies undertook conglomerate mergers led to the acquisition, and sometimes repeated acquisition, of publishers.<sup>11</sup> Conglomerate mergers often did not work out, however, which led to more transactions as conglomerates divested their publishing interests. Overall, there were 1,253 mergers and acquisitions reported in the book industry between 1960 and 2001.<sup>12</sup> These transactions affect

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<sup>9</sup> See historical data related to the Annual Report of the Register of Copyrights covering the years 1923-2009 at [www.loc.gov](http://www.loc.gov). Data for 2005 was not available; no estimate was made for that year. I also reviewed annual new book title output from the R.R. Bowker Company. Between 1923 and 2009, Bowker listed 6,178,247 new published books. Jean Peters. "Book Industry Statistics from the R.R. Bowker Company." *Publishing Research Quarterly* 8, 3 (Fall 1992): 12-23. Also see various issues of *The Bowker Annual* and *The Library and Book Trade Almanac* 1990-2000; and Bowker press release "New Book Titles and Editions, 2002-2010; May 2011. *The Bowker Annual* changed its name to *The Library and Book Trade Almanac* in 2008. Also see Albert N. Greco. *The Book Publishing Industry* 2<sup>nd</sup> ed. (Mahwah, NJ: Erlbaum, 2004), pages 338-341.

<sup>10</sup> See U.S. Department of Commerce, Bureau of the Census. *The Statistical Abstract of the United States 2012* (Washington, DC: U.S. Department of Commerce, Bureau of the Census, 2012), page 709, Table 1128. Also see [www.census.gov/services/sas/data\\_summary51.html](http://www.census.gov/services/sas/data_summary51.html); [www.census.gov/services/sas/sas\\_data/sas51.html](http://www.census.gov/services/sas/sas_data/sas51.html).

<sup>11</sup> For example, Bantam Books was launched in 1945 by Ian and Betty Ballantine. At that time, the company was owned by the Curtis Circulation Company, Grosset & Dunlap, and a few other investors. In 1968 Bantam was sold to National General Cinema, which was itself sold to the American Financial Corporation when it acquired National General Cinema in 1973. That same year Giovanni Agnelli's Instituto Finanziario Industriale (IFI) purchased Bantam for \$70 million. In 1976 Agnelli sold 51% of Bantam to Bertelsmann AG. In 1986 Bertelsmann purchased Doubleday Dell, merging them into Bantam Doubleday Dell. In 1998 Bertelsmann bought Random House from the Newhouse-Conde Nast operation.

<sup>12</sup> Albert N. Greco. "Mergers and Acquisitions in the U.S. Book Publishing Industry: 1960-1989," in *International Book Publishing: An Encyclopedia*, ed. Philip G. Altbach and Edith S. Hoshino (New York: Garland Publishing, 1995), pp. 229-242; Albert N. Greco. "Publishing Economics: Mergers and Acquisitions Within the Publishing Industry 1980-1989," in *Media Economics: Theory and Practice*, ed. Alison Alexander, James Owers, and Rodney Carveth (Hillsdale, NJ: Erlbaum, 1993), pages 205-224; Albert N. Greco. "The Impact of Horizontal Mergers and Acquisitions on Corporate Concentration in the U.S. Book Publishing Industry: 1989-1994," *The Journal of Media Economics* 12, 3(Fall 1999): 165-180; Albert N. Greco. "Market Concentration in the U.S. Consumer Book Industry: 1995-1996," *The Journal of Cultural Economics* 24, 4 (November 2000): 321-336; Albert N. Greco, Clara E. Rodriguez, and Robert M. Wharton. *The Culture and Commerce of Publishing in the*

rights clearance because some companies or imprints were consolidated into existing companies and some were acquired and terminated with little or no public notice. Some publishers, of course, simply went out of business.<sup>13</sup>

9. Rights clearance can also be a moving target because even if a publisher stays in business and keeps its name, the rights to a particular book may have reverted to the author.<sup>14</sup> Publishers typically have the right to declare a book out of print; in some cases such a declaration either causes the rights to revert to the author or allows the author to claim the rights.<sup>15</sup> I have signed 12 book contracts and have obtained reversions of the rights in my own books. No public notice is required if that happens. A person or company looking to clear copyright on a book might have no way of knowing whether to contact the publisher or the author or authors. Authors, such as plaintiffs in this case, may not be sure if they have the rights to their books.<sup>16</sup> If the publisher did not keep good records, it might not know whether it had the rights to a particular book, either.

10. In addition to reversion, publishers, authors, or the estates of authors periodically sell print book rights. Some of these sales are well publicized by the media but most such transactions receive little or no public notice. There is no central agency or office reporting or tracking these rights transactions. In the vast majority of cases in which rights were sold, looking at the name of a book's publisher likely would not reveal who currently held the rights.

11. As part of my scholarly study of the book publishing industry, I have discussed sales and marketing practices with over 50 academic publishers and with large commercial

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*21<sup>st</sup> Century* (Stanford: Stanford University Press, 2007), pages 10-15; Albert N. Greco. *The Book Publishing Industry 2<sup>nd</sup> ed.* (Mahwah, NJ: Erlbaum, 2004), pages 64-67.

<sup>13</sup> Deposition of Joseph Goulden, January 6, 2012 pp. 70:6-71:6; Deposition of Jim Bouton 53:7-15.

<sup>14</sup> Goulden deposition pp. 61:22-24; Bouton deposition 75:3-9.

<sup>15</sup> Mr. Goulden testified in his deposition the "common industry practice" is "[w]hen it goes out of print, it's yours." *Id.* at 69: 12-14.

<sup>16</sup> Deposition of Betty Miles, January 3, 2012, pp.14-16; Goulden deposition 71:21-72:2.

publishers such as Random House, Penguin, HarperCollins, Simon & Schuster, Hachette, and Macmillan. I am of course familiar with the sales and marketing efforts for my books.

12. It is both important and hard for an author to attract the public's attention to his or her book. The marketplace is crowded. Between 2008 and 2010 almost five million new book titles and editions were released.<sup>17</sup> These books compete for an audience with each other, with books from previous years that might catch a reader's eye, and with things other than books a reader might choose to buy. Especially given this situation, the easier it is for a reader to find an author's book and learn about it the more likely it is that the reader will buy it.

13. Bookstore shelf space is very scarce. The number of book outlets in the U.S. has declined over the past several years: there were 25,137 outlets in the U.S. in 2002 and by 2010 that total had declined to 16,968.<sup>18</sup> Competition for space in the remaining outlets is strong. Between 2005 and 2010 traditional publishers alone issued over 1.7 million new titles, while a very large bookstore, such as the typical Barnes and Noble Superstore, carries between 150,000 and 170,000 unique book titles. (And the space such stores devote to books is shrinking, as they devote more space to games and toys.)<sup>19</sup> A book that does not sell well in such a store may be pulled from the shelves and returned to the publisher for a refund or credit, so even books that find space on the shelves may not stay there very long. There is also intense competition for book "shelf space" at other retailers, including specialty retailers such as Costco and Target.

14. To get the attention of consumers in this environment, publishers often use some of a book's content to promote the book and they do not pay royalties for such uses.<sup>20</sup> The "snippet" view in Google Books is consistent with the types of uses considered promotional in the book industry. Indeed, as noted above, books in Google's Partner Program display more text

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<sup>17</sup> R.R. Bowker. "Print Isn't Dead, Says Bowker's Annual Book Production Report." May 18, 2011. The 2010 data in this report are estimated.

<sup>18</sup> Dave Bogart, ed. *The Library and Book Trade Almanac*; various years. These totals exclude supermarkets (approximately 35,354) and convenience stores (about 120,000).

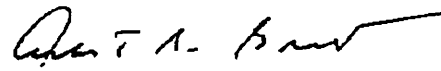
<sup>19</sup> Jim Milliot, Mixed Signals From B&N, *Publisher's Weekly*, December 2, 2011.

<sup>20</sup> Goulden deposition 78: 5-9.

than just snippets and over 45,000 publishers have signed up to partner with Google. I consider the full pages of text of *The Book Publishing Industry* that are available on Google Books to be a promotional use that is entirely consistent with sales and marketing custom and practice in the book publishing industry. Authors do not get paid for such promotional uses; they get paid when books are sold.<sup>21</sup>

15. For these reasons, I do not believe there is a market for licensing “search options” such as “Search inside this book” and/or “snippets” of text. Based on my study of the book publishing industry as well as my own experience as an author, I see no reason to believe a market for snippet views, or for simply indexing books in a searchable form, is likely to emerge. Such indexing exists now on websites such as Amazon and it generates no payments for authors. More generally, it seems to get the economics of book publishing backward to think authors would or could charge a royalty for things that make it easier for readers to find their books, learn about them, and hopefully buy them. The market in which you pay me money to help potential buyers find my book is not a reasonable or realistic market.

Dated: May 3, 2012



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Albert N. Greco

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<sup>21</sup> And if the book is out of print, any promotional uses will typically only lead to the sale of used books, for which authors do not receive payment at all.



## **EXHIBIT A**

**ALBERT N. GRECO**

March 23, 2011

**BIOGRAPHICAL INFORMATION**

**Home Address:** 183 South Queen Street  
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**Fordham University:** Professor of Marketing  
Fordham University  
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113 West 60th Street, Room #617F  
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Gabelli School of Business  
Rose Hill  
Collins Hall Room B-25  
718-817-1894

**TEACHING**

**Fordham University Graduate School of Business Administration**

**Courses:**

Marketing Management (Summer 2008; Fall 2008; Spring 2009;  
Summer 2009; Fall 2009; Spring 2010; Summer 2010; Fall 2010;  
Spring 2011; Summer 2011)  
Consumer Behavior (Summer 2005; Fall 2005; Summer 2006;  
Summer 2007; Fall 2007; Summer 2008)  
Entertainment Marketing (Fall 2008; Spring 2009)  
The Motion Picture Industry (Spring 2002; Fall 2002; Spring 2003;  
Spring 2004; Summer 2004; Fall 2004; Spring 2005;  
Summer 2005; Summer 2007; Fall 2007; Fall 2008; Spring 2009;  
Fall 2009; Spring 2010; Fall 2010; Spring 2011)  
The Entertainment Industry (Summer 1999; Fall 1999;  
Spring 2000; Summer 2000; Fall 2000; Winter 2001; Summer  
2001; Fall 2001; Spring 2002; Summer 2002; Fall 2002; Spring  
2003; Summer 2003; Fall 2003)  
Business and the Mass Media (Winter 1997; Fall 1997; Winter 1999;  
Fall 1997; Winter 1998; Spring 1999; Summer 2001; Fall 2001;  
Summer 2002; Summer 2003)  
Special Topics in Communications & Media Management: The  
Book Publishing Business (Winter 1997; Winter 1998)  
Magazine Management (Fall 1997)  
Mass Media in America (Fall 1996; Spring 1997; Fall 1998)  
Special Topics in Communications & Media Management:  
Media Business and Sports (Winter 1998)  
Special Topics in Communications & Media Management:

The Entertainment Industry (Winter 1998; Spring 1998;  
Fall 1998; Winter 1999)  
Special Topics in Communications & Media Management: The Motion  
Picture Industry (Fall 1999; Spring 2000)

**Fordham University Gabelli School of Business**

**Courses:**

Principles of Marketing (Spring 2010; Fall 2010; Fall 2011, IP Sections;  
Spring 2012)  
Entertainment Marketing (Spring 2012)  
Consumer Behavior (Spring 2005; Fall 2005; Spring 2006; Fall 2006;  
Spring 2007; Fall 2007)  
Special Topics: The Motion Picture Industry (Spring 2004; Fall 2004;  
Spring 2005; Spring 2006; Fall 2006; Spring 2007; Fall 2008;  
Fall 2009)  
The Business of Publishing (Spring 2007)  
Special Topics: The Book Publishing Industry (Fall 2005)  
Special Topics: Media and Entertainment Industries (Spring 2004;  
Fall 2004; Spring 2006)

**RESEARCH INTERESTS**

Entertainment Marketing  
The Book Publishing Industry  
The Scholarly Journal Industry  
Strategic Marketing in the Creative Industries  
Market Demand Analysis (Consumer; and Institutional)  
Retailing, Channels of Distribution, and Demographics  
International Marketing

**EDUCATION**

Ed.D. (1982) New York University: Steinhardt School of Culture, Education, and Human  
Development— Graphic Communications Management & Technology  
[Technology and Industrial Education]. Graduate work in business administration  
(Stern School of Business); business and economic history, economics (Graduate  
School of Arts and Sciences); and labor relations and labor law, research methods  
(Steinhardt School of Education)  
M.A. (1969) Duquesne University [Modern European History]  
B.A. (1967) Duquesne University [History]

**PROFESSIONAL MEMBERSHIPS**

American Marketing Association  
The Society for Scholarly Publishing

**PUBLICATIONS**

**Books**

*Essential JSP: Critical Insights into the World of Scholarly Publishing: Vol. 2 Scholarly*

*Publishing in Emerging Nations* (Toronto: University of Toronto Press; 2012; printed book and digital e-book versions).

*Essential JSP: Critical Insights into the World of Scholarly Publishing: Vol. 1 University Presses*; edited and prepared an introduction, bibliography, and detailed statistical tables on university press publishing and title output (Toronto: University of Toronto Press; 2011; printed book and digital e-book versions).

*The State of Scholarly Publishing: Challenges and Opportunities*; edited and prepared an introduction and bibliography (New Brunswick, N.J.: Transaction Publications at Rutgers University; 2009).

*Book Industry Trends 2008* (New York: Book Industry Study Group, Inc., 2008); pp. 10-244; co-author (with Robert M. Wharton). Estimates (2006-2007) and projections (2008-2012) book unit, book dollar, and domestic consumer expenditure projections, etc.

**Portions of the statistical data have appeared in *The Statistical Abstract of the United States 2009*. Various projections appeared or were used in *The New York Times*, *The Wall Street Journal*, *The Washington Post*, *The Los Angeles Times*, *Time*, *The Associated Press*, *The New York Times Almanac*, *The International Herald Tribune*, and other publications; radio, and television stations in the U.S. and abroad.**

*The Culture and Commerce of Book Publishing in the 21st Century* co-author with Clara Rodriguez and Robert M. Wharton (Stanford, CA: Stanford University Press, 2007).

**Winner of the 2007 Alpha Sigma Nu award for the best professional (business) book published in the last three years. Sponsored by the Association of Jesuit Colleges and Universities.**

- **This book was translated into Chinese in 2010 by Renmin University Press (Beijing).**

*Book Industry Trends 2007* (New York: Book Industry Study Group, Inc., 2007); pp. 10-244; co-author (with Robert M. Wharton). Estimates (2005-2006) and projections (2007-2011) book unit, book dollar, and domestic consumer expenditure projections.

*Book Industry Trends 2006* (New York: Book Industry Study Group, Inc., 2006); pp. 9-244; co-author (with Robert M. Wharton). Estimates (2004-2005) and projections (2006-2010) book unit, book dollar, and domestic consumer expenditure projections.

*The Book Publishing Industry, 2<sup>nd</sup> edition* (Mahwah, NJ: Lawrence Erlbaum & Associates, 2005).

- **Selected as a “Baker Library Core Collection” book at Harvard Business School (February 15, 2007).**
- **This book was translated into Chinese in 2009.**

*Book Industry Trends 2005* (New York: Book Industry Study Group, Inc., 2005); pp. 9-243; co-author (with Robert M. Wharton). Five-year (2005-2009) book unit, book dollar, and domestic consumer expenditure projections.

*Media Economics: Theory and Practice*, 3<sup>rd</sup> edition (Mahwah, NJ: Lawrence Erlbaum & Associates, 2004). Co-editor with Alison Alexander, James Owers, Rod Carveth, and Ann Hollifield. Author of Chapter 6 “The Economics of Books and Magazines,” pp. 127-148. Co-author of “Preface,” pp. vii-ix (with Alison Alexander, James Owers, Rod Carveth, and Ann Hollifield).

*Book Industry Trends 2004* (New York: Book Industry Study Group, Inc., 2004); pp. 6-242; co-author (with Robert M. Wharton). Five-year (2004-2008) book unit, book dollar, and domestic consumer expenditure projections.

*Book Industry Trends 2003* (New York: Book Industry Study Group, Inc., 2003); pp. 31-242; co-author (with Robert M. Wharton). Five-year (2003-2007) book unit, book dollar, and domestic consumer expenditure projections.

*Book Industry Trends 2002* (New York: Book Industry Study Group, Inc., 2002); pp. 36-264; co-author (with Robert M. Wharton). Five year (2002-2006) book unit, book dollar, and domestic consumer expenditure projections.

*Access for All: Closing the Book Gap for Children in Early Education* (Newark, DE: International Reading Association; 2001). Co-author (with Susan Neuman, Formerly Assistant Secretary of Education, U.S. Department of Education; Donna Celano; and Pamela Shue).

*Book Industry Trends 2001* (New York: Book Industry Study Group, Inc., 2001); pp. 19-231; co-author (with Robert M. Wharton, Jaak Jurison, and Cornelia H. McCarthy). Five year (2001-2005) book unit, book dollar, and domestic consumer expenditure projections.

*The Media and Entertainment Industries* (Boston: Allyn & Bacon, 2000). Editor and author of Introduction (pp. v-viii). Co-author (with Geoffrey P. Hull and Stan Martin) of a chapter on “The Structure of the Radio Industry” (pp. 122-156); author of revised and updated chapter on “The Structure of the Book Publishing Industry” (pp. 1-25) [portions originally published in *The Book Publishing Industry*].

- **Book translated into Chinese in 2006.**

*Mei ti yu yu chan ye* (Beijing: Qinghua da xue chu ban she, 2006).

*Book Industry Trends 2000* (New York: Book Industry Study Group, Inc., 2000); pp. 2-4 through 3-30; co-author (with Cornelia H. McCarthy, Robert M. Wharton, and Jaak Jurison). Five year (2000-2004) book unit, book dollar, and domestic consumer expenditure projections.

*Book Industry Trends 1999* (New York: Book Industry Study Group, Inc., 1999); pp. 2-4 through 2-9; co-author (with Cornelia H. McCarthy). Five year (1999-2003) book unit, book dollar, and domestic consumer expenditure projections.

*The Book Publishing Industry* (Boston: Allyn & Bacon, 1997); (Mahwah, NJ: Lawrence Erlbaum & Associates, 2003; reprint).

*Advertising Management and the Business Publishing Industry* (New York: New York University Press, 1991).

*Editorial Excellence in Business Press Publishing: The Neal Awards*, ed. Frank C. Taylor and Albert N. Greco (New York: New York University Press, 1990). Co-Editor and Author of the "Foreword."

*Business Journalism* (New York: New York University Press, 1988).

### **Journal Articles**

"The Market Demand for University Press Books: 2008-2015," co-author with Robert M. Wharton in the *Journal of Scholarly Publishing* 41, 1(October 2010): 1-15. The University of Toronto Press publishes *The Journal of Scholarly Publishing*.

"The Scholarly Book Buyer's Decision Process: A National Survey of University Faculty," co-author with Hooman Estelami and Robert Wharton in the *Journal of Scholarly Publishing* 40, 1(October 2008): 66-96.

"The Changing College and University Library Market for Non-Profit University Press Books and Journals: 1997-2005;" co-author with Hooman Estelami, Robert Wharton, and Robert Jones, in the *Journal of Scholarly Publishing* 39, 1 (October 2007): 1-32.

"Recent Trends in Scholarly Communication: 2001-2005;" *The Journal of Scholarly Publishing* 37, 3(July 2006): 288-306.

"The State of Scholarly Journal Publishing: 1981-2000;" *The Journal of Scholarly Publishing* 37, 2(April 2006): 155-214. Co-author with Hooman Estelami, Robert Jones, and Robert Wharton.

"A Bibliography of Books and Journal Articles on Scholarly Publishing;" *The Journal of Scholarly Publishing* 37, 1(October 2005): 48-54.

"The Changing Market for University Press Books: 1997-2002," *The Journal of Scholarly Publishing* 36, 4(July 2005): 187-220. Co-author with Robert Wharton and Hooman Estelami.

"The Price of University Press Books, 1989-2000: A Preliminary Report," *The Journal of Scholarly Publishing* 35, 1(October 2003): 4-39. Co-author with Walter O'Connor, Robert Wharton, and Sharon Smith.

"The Market for University Press Books in the United States: 1985-1999," *Learned Publishing* 14, 2(April 2001): 97-105. The Association of Learned and Professional Society Publishers in the United Kingdom publishes *Learned Publishing*.

"The General Reader Market for University Press Books in the United States, 1990-1999, With Projections for the Years 2000 through 2004," *The Journal of Scholarly Publishing* 32, 2(January 2001): 61-86.

"Market Concentration in the U.S. Consumer Book Industry: 1995-1996," *The Journal of*

*Cultural Economics* 24, 4(November 2000): 321-336. Wolters Kluwer in The Netherlands publishes *The Journal of Cultural Economics*.

"The Impact of Horizontal Mergers and Acquisitions on Corporate Concentration in the U.S. Book Publishing Industry: 1989-1994," *The Journal of Media Economics* 12, 3 (Fall 1999): 165-180. Lawrence Erlbaum & Associates published *The Journal of Media Economics* in the United States; now published by Informa PLC (Routledge).

"Domestic Consumer Expenditures for Consumer Books: 1984-1994," *Publishing Research Quarterly* 14(Fall 1998): 12-28. Transaction Periodicals Consortium at Rutgers University published *Publishing Research Quarterly*; now published by Springer.

"The Market for Consumer Books in the U.S.: 1985-1995," *Publishing Research Quarterly* 13(Spring 1997): 3-40.

"Shaping the Future: Mergers, Acquisitions, and the U.S. Publishing, Communication, and Mass Media Industries, 1990-1995," *Publishing Research Quarterly* 12(Fall 1996): 5-15.

"The First Amendment, Freedom of the Press, and the Issue of 'Harm:' A Conundrum for Publishers," *Publishing Research Quarterly* 11(Winter 1995/96): 39-57; excerpted from *The Book Publishing Industry*.

"U.S. Book Returns, 1984-1989," *Publishing Research Quarterly* 8(Fall 1992): 46-61; a portion of this material was used in *The Book Publishing Industry*.

"Teaching Publishing in the United States," *Book Research Quarterly* 6(Spring 1990): 12-19. *Book Publishing Quarterly* changed its name to *Publishing Research Quarterly* in 1991.

"Mergers and Acquisitions in Publishing, 1984-1988: Some Public Policy Issues," *Book Research Quarterly* 5(Fall 1989): 25-44.

"University Presses and the Trade Book Market: Managing in Turbulent Times," *Book Research Quarterly* 3(Winter 1987-1988): 34-53; a portion of this material was updated and used in *The Book Publishing Industry*.

### **Chapters in Edited Volumes**

"'Black Swan' Confronts Book Exports and Imports in 2010," in the *Library and Book Trade Almanac 2011: 56<sup>th</sup> ed.* Dave Bogart (Medford, NJ: Information Today, Inc., 2011), pp. 505-524. [Formerly *The Bowker Annual*].

"A History of University Presses and Scholarly Journal Publishers: 1945-2007," in *The Oxford Companion to the Book, Vol. II*, eds. Michael F. Suarez and Henry R. Woudhuysen (Oxford: Oxford University Press, 2010), pp. 1128-1131 (double columns; very small type).

"Global Recession Dampens U.S. Book Exports and Imports in 2009," in the *Library and Book Trade Almanac 2010: 55<sup>th</sup> ed.* Dave Bogart (Medford, NJ: Information Today, Inc., 2010), pp.



499-522. [Formerly *The Bowker Annual*].

"U.S. Book Exports and Imports in 2008: A Year of Economic Uncertainty," in the *Library and Book Trade Almanac 2009: 54<sup>th</sup> ed.* Dave Bogart (Medford, NJ: Information Today, Inc., 2009), pp. 515-533 [formerly *The Bowker Annual*].

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"The International Market for U.S. Books: An Analysis of Exports and Imports, 2006," in *The Bowker Annual 2007: 52<sup>nd</sup> Edition*, ed. Dave Bogart (Medford, NJ: Information Today, Inc., 2007), pp. 495-513.

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"Substance Abuse in the U.S. Printing Industry." *NAPL Special Report* (Teaneck, N.J.: The National Association of Printers and Lithographer, June 1994).

"Evaluation of the 1993 Faculty Resource Network Summer Seminars," (New York: New York University's Office of Academic Program Review, 1994).

"The Ethnic Composition of the U.S. Graphic Arts Industry," *NAPL Special Report* (Teaneck, N.J.: The National Association of Printers and Lithographers, December 1992).

"A Review of the Proposed Master's in Publishing (M. Pub.) Graduate Program at Simon Fraser University," (unpublished report submitted to the Dean of Graduate Studies at Simon Fraser University, Burnaby, British Columbia, 1990).

*The Graphic Arts Industries and New York City* (New York: New York University School of Education, Health, Nursing, and Arts Professions, 1984).

*The Graphic Arts Bibliography: A Selected List of Readings on Management and Technology* (New York: New York University School of Education, Health, Nursing, and Arts Professions, 1984).

"The Graphic Arts Industries and Manufacturing Zones in Manhattan: A Preliminary Report," (unpublished report submitted to the Industrial Loft Advisory Commission of the City of New

York, 1983).

### **Dissertation and Thesis**

*The Development of an In-Plant Continuing Education Program for Printing Industry Managers and Supervisors: Administering the Collective Bargaining Agreement* (Ed.D. Dissertation: New York University, 1982; Ann Arbor, MI.: University Microfilms, 1982).

*A.J.P. Taylor and The Origins of the Second World War* (M.A. Thesis: Duquesne University, 1969).

### **EDITORIAL EXPERIENCES**

*Harvard Business Review* Advisory Council (2012-present).

Series editor for the University of Toronto Press: “*Essential JSP: Critical Insights into the World of Scholarly Publishing*” (2010-present).

Marketing textbook reviewer for Pearson PLC’s Prentice Hall division: Winer-Dhar’s *Marketing Management*, 4<sup>th</sup> edition (November 2011).

Marketing textbook reviewer for McGraw-Hill (October 2011).

Marketing textbook reviewer for Pearson PLC’s Prentice Hall division: Kotler-Keller’s *Marketing Management*, 13<sup>th</sup> edition (July 2009).

Member of the Editorial Board of the *Journal of Scholarly Publishing* (2008-present), published by the University of Toronto Press.

Member of the Editorial Board of the *Journal of Media Economics* (1999-present), published by Informa PLC.

Member of the Editorial Board of the *Journal of Media Business Studies*. Published by the Jonkoping International Business School, Jonkoping, Sweden; (2003-present).

Senior Advisor, *The Journal of Advertising Research*. Published by Cambridge University Press; (2001-2004).

Associate Editor, *The Journal of Media Economics*. Published by Lawrence Erlbaum Associates; (2001-2002).

Consultant Editor for *The International Encyclopedia of Publishing*, eds. John Feather and James Dearnley (London: Routledge; 2003-2006).

Special Issue Editor on “The Changing World of Publishing,” *The Journal of Media Economics* 16, 2(Spring 2003): 71-138.

General Editor of the "Allyn & Bacon Series in Mass Communications" for Allyn & Bacon (Pearson PLC; 1993-Present).

Acquired the following books:

Alan Albarran and Gregory Pitts. *The Radio Broadcasting Industry* (2001);  
 Patrick Henry, Charles Daly, & Ellen Ryder. *The Magazine Publishing Industry* (1997);  
 Geoffrey P. Hull. *The Recording Industry* (1998);  
 Barry Litman. *The Motion Picture Mega-Industry* (1998);  
 Patrick Parsons & Robert M. Frieden. *The Cable and Satellite Television Industries* (1998);  
 John V. Pavlik. *New Media and the Information Superhighway* (1996);  
 John V. Pavlik. *New Media Technology* (1996; 2nd. ed., 1998);  
 Robert Picard & Jeffrey Brody. *The Newspaper Publishing Industry* (1997);  
 James R. Walker & Douglas Ferguson. *The Broadcast Television Industry* (1998).

Associated Reviewer for *The International Journal on Media Management* (St. Gallen's University, Switzerland; 2003-2005).

Associated Reviewer for *Electronic Markets: The International Journal of Electronic Commerce and Business Media* (St. Gallen's University, Switzerland; 2002).

Editorial reviewer for Lawrence Erlbaum Associates (2002).

Ad Hoc Reviewer for:

- *European Journal of Cultural Studies* (2011).
- *The Library Quarterly* (The University of Chicago Press; 2002).
- *The Journal of Cultural Economics* (Kluwer Academic Publishers; 1998).
- *Multimedia Tools and Applications* (Kluwer Academic Publishers; 1997).
- *Publishing Research Quarterly* (Transaction Publications at Rutgers University; 1994-1998).

Member of the Editorial Board of *Publishing Research Quarterly* (1994-1998).

Book reviewer for *Publishers Weekly* (1993-1995): economics, marketing, and business administration books.

Member of the Editorial Board of the *Encyclopedia of Publishing and the Book Arts* (New York: Henry Holt, 1992-1994).

Member of the Faculty Editorial Advisory Committee of the New York University Press (1991-1993).

Contributing Editor of *Printing News East* (1991-1993).

Member of the Monograph Series Editorial Committee of the Book Industry Study Group (1991-1992).

Member of the National Board of Judges for the Jesse H. Neal Editorial Achievement Awards (1987-1990), sponsored by the American Business Press (ABP).

### **PROFESSIONAL ACTIVITIES**

Member of the Fordham Advisory Board for the Center for Digital Transformation (2011-present).

Organized international seminar for the Society for Scholarly Publishing's Annual meeting (June 1, 2011) on "'It's What Counts: How Data Transforms Our World.'" Seminar: Repositioning Journal and Working Paper Content in a New Book Series." Speakers from the United States and Canada.

Paper reviewer American Marketing Association Summer 2011 conference (San Francisco); financial marketing paper (banks and branding).

Paper reviewed for the *European Journal of Cultural Studies* (2011).

Member of the Education Committee of the Society for Scholarly Publishing (May 2009-present).

Organized international seminar for the Society for Scholarly Publishing's Annual meeting (June 2, 2010): "Planning in a Time of Uncertainty: Strategy 101 for SSP [Society for Scholarly Publishing] Journal Publishing Managers." Seminar speakers from the United States, Canada, and the United Kingdom.

Member and research paper presenter at the National Endowment for the Arts "NEA Roundtable on Youth Reading Revival" (October 3, 2008; Office of Research and Analysis, Washington, DC).

Paper reviewer and session chair and discussant for the 2008 ELPUB 2008 conference at the University of Toronto (June 2008).

Consumer Behavior paper reviewer for the 2008 Winter Marketing Educators' Conference of the American Marketing Association (July-August 2007): Sales and Relationship Marketing track; and the Consumer Psychology and Behavior track.

The National Endowment for the Arts, Office of Research and Analysis (Washington, DC). Provided statistical data and *pro bono* consultation for a revised edition of "Reading At Risk" (June-November 2007).

The World Bank (Washington, DC). Provided *pro bono* consultation for their book publishing operations (July 2007).

Outside reviewer for a candidate for tenure and promotion at the University of Georgia (August 7, 2006).



Consumer Behavior track paper reviewer for the 2007 Winter Marketing Educators' Conference of the American Marketing Association (July 2006).

Session Chair for Decision Research II papers at the INFORMS Marketing Science conference (June 10, 2006; Pittsburgh, PA.).

Nominating and voting member of The Quills Awards ("a consumer-driven celebration of the written word") (2005-2006-2007). The 2005 Quills Awards were presented on NBC television on October 22, 2005. The 2006 Quills Awards were presented on NBC television on October 10, 2006 (in prime time). The 2007 Quills Awards were presented on NBC television on October 27, 2007 (in prime time).

Member of the Executive Committee of the Media Management and Economics (MME) Division of the Association for Education in Journalism and Mass Communications (AEJMC) (2001-2002).

Elected Division Head of the Media Management and Economics Division of the Association for Education in Journalism and Mass Communications (2000-2001).

Member of the Association for Education in Journalism and Mass Communications' Council of Divisions (1999-2001).

Elected Vice-Head of the Media Management and Economics Division of the Association for Education in Journalism and Mass Communications (1999-2000).

Chair of the Media Management and Economics Division Program Committee for the Annual Conference (Phoenix) (1999-2000).

Chair of the Research Committee for the Media Management and Economics Division of the Association for Education in Journalism and Mass Communications (1998-1999).

Paper reviewer for the Association for Education in Journalism and Mass Communication: Media Management and Economics sessions:

- 2001 Annual Conference (Washington, D.C.);
- 2001 MME Mid-winter scholarly conference (New York City);
- 2000 Annual Conference (Phoenix);
- 1999 Midwinter Conference (Denver);
- 1999 Annual Conference (New Orleans);
- 1998 Annual Conference (Baltimore); and
- 1997 Annual Conference (Chicago).

Discussant for the Association for Education in Journalism and Mass Communication: Media Management and Economics sessions:

- 1999 Annual Conference (New Orleans): "Business Challenges Facing Newspaper Owners and Editors;"
- 1997 Annual Conference (Chicago): "Explaining Newspaper [Economic] Performance."

Member of the Advisory Board for Marymount College's Certificate in Book Publishing and Certificate in Magazine Publishing (Office of Continuing Education) (1997-1998).

Member of the Board of Directors of the Book Industry Study Group (1990-1992).

Member of the Book Industry Study Group's Marketing (1989-1992; 1997-1998) and Research-Statistics Committees (1989-1992; 1998-2008).

Outside educational evaluator of the M.A. in publishing studies at Simon Fraser University, Burnaby, Vancouver, Canada (1990).

Member of the Executive Committee of the Publishing Hall of Fame (1989-1991).

Member of the Board of Directors and Chair of the Program Committee for the New York Business Press Editors (1987).

Member of the Advisory Committee for the High School of Graphic Communications Arts (appointed by the Board of Education of the City of New York; 1987; 1991-1992).

Co-Chair of New York City's Benjamin Franklin-Printing Week Dinner (1985).

Chair of workshops on New York City's economic development programs for the graphic communications industry:

New York University and Marine Midland Bank 1985; and

New York University and the Office of Economic Development of the City of New York 1984).

Member of an educational evaluation team for the Middle States Association of Colleges and Secondary Schools (1978).

#### **PAPERS DELIVERED BEFORE SCHOLARLY AND PROFESSIONAL ASSOCIATIONS**

October 27, 2011      **The Advertising Educational Foundation (New York City)**  
Panel discussion: "Bandalism: Balancing the Give and Take"

September 16, 2011      **The Library of Congress (Washington, D.C.)**  
"Books in Our Digital Future."  
Other presentations by Donna Rapaccioli and Robert M. Wharton.

July 22, 2011      **The Library of Congress and The Catholic University of America (Washington, D.C.)**  
"Demographic Analysis of U.S. Book Buyers and Book Readers"

June 1, 2011      **The Society of Scholarly Publishing (Boston, MA)**  
"Repositioning Journal and Working Paper Content in a New Book"

Series.” Co-author Robert M. Wharton.

- April 28, 2011 **The American Booksellers Association (Tarrytown, NY)**  
“Book Retailing in the U.S.”
- June 15, 2010 **The Library of Congress and The Catholic University of America (Washington, D.C.)**  
“The State of the U.S. Book Industry: 2008-2015”
- June 2, 2010 **The Society for Scholarly Publishing (Annual Meeting; San Francisco, CA).**  
“A SWOT Analysis of Scholarly Journals.” Co-authors Robert M. Wharton and Aditya N. Saharia.
- May 6, 2010 **Baker & Taylor (Charlotte, NC)**  
“The U.S. Consumer and Library Markets for Print and Digital Books and Magazines: 2008-2013”
- April 30, 2010 **The University of Pennsylvania: Wharton School**  
“The Consumer of the Future”
- December 7, 2009 **The Catholic University of America: School of Library and Information Science (Washington, D.C.).**  
“Libraries and The Book Industry in the U.S.: 2008-2013”
- November 21, 2009 **The Association of Jesuit University Presses (New York)**  
“The Impact of E-Books on Jesuit University Presses: Challenges and Opportunities”
- November 11, 2009 **The Society for Scholarly Publishing and The World Bank (Washington, D.C.)**  
“Current and Future Market Demand Analysis for E-Books in the United States: 2008-2013”
- October 22, 2009 **The Library of Congress’s Federal Library and Information Center Committee Forum (FLICC; U.S. Government Libraries) (Washington D.C.)**  
“The Future of Reading— The Page Race, Enter the Publishers and Librarians”
- November 12, 2008 **Catholic University: The School of Library and Information Science (Washington, D.C.)**  
“The Market Demand for Books in the United States: 2007-2011.”
- November 4, 2008 **UNESCO-CERLALC (Santiago, Chile): *Foro Iberoamericano Sobre El Libro, La Lectura y Las Bibliotecas En La Solcidad De la***

***Informacion***

"The Book Industry in Latin America: 2008-2020"

[I could not attend this conference; my paper was presented by Richard Uribe, *Subdirector Libro y Desarrollo*, UNESCO-CERLALC]

- October 3, 2008      **The National Endowment for the Arts (Washington, D.C.): The NEA Forum to Promote Youth Reading**  
 "Juvenile, Young Adult, and Adult Book Buying and Reading Trends in the U.S. 2002-2008 With Projections to 2012"
- June 26, 2008      **The "12<sup>th</sup> International Conference on Electronic Publishing," University of Toronto (Toronto, Canada)**  
 "Should Non-Profit University Presses Adopt An Open Access Policy and Print-On-Demand Procedures For All Of Their Scholarly Books?"  
 Co-author with Robert M. Wharton.
- May 30, 2008      **Book Expo America (Los Angeles, CA)**  
 "The Market for Books in the U.S.: 2007-2012."  
 Co-author with Robert M. Wharton.
- November 14, 2007      **Taylor and Francis Group, LLC [Informa] (New York City)**  
 "The Market for College Textbooks in the U.S."
- August 4, 2007      **C-SPAN: The Library of Congress (Washington, D.C.; tape of the June 28, 2007, Presentation at the Library of Congress)**  
 "The State of the Book Industry 2007"
- June 28, 2007      **The Library of Congress (Washington, D.C.)**  
 "The State of the Book Industry 2007"
- June 25, 2007      **McGraw-Hill (New York City)**  
 "Educational Publishing, Testing, and the U.S. Book Industry 2005-2010"
- June 6, 2007      **The World Bank: "Publishing for Impact" (Washington, D.C.)**  
 "Should Non-Profit University Presses Adopt An Open Access Policy and print-On-Demand Procedures For All Of Their Scholarly Books?" Co-author with Robert M. Wharton
- June 1, 2007      **Book Expo America (New York City)**  
 "Trends in the U.S. Book Industry: 2006-2011."  
 Co-author Robert M. Wharton.
- March 21, 2007      **The United States Department of Commerce, The U.S. Commercial Service (New York City)**  
 International Trade Specialists from New York City, Washington, D.C., San Francisco, Providence, London, Paris, Rome, and Prague

“The Domestic and International Markets for the U.S. Book Industry”

- February 18, 2007 **The American Marketing Association: Winter 2007 Educators’ Conference (San Diego, CA)**  
Session Chair and Discussant: “Consumer Behavior on the Internet”
- January 26, 2007 **The National Geographic Society (Washington, D.C.)**  
“The Book and Media Industries: 2000-2009”
- January 25, 2007 **The Catholic University of America: School of Library and Information Science’s “Colloquium Series” (Washington, D.C.)**  
“Trends in Textbook Publishing: A Review of Key Market Drivers Affecting the Educational Text Market”
- October 22, 2006 **The 4<sup>th</sup> International Conference on the Book (Boston, MA)**  
“Was There ‘Irrational Exuberance’ in the U.S. Book Publishing Industry? An Analysis of University Presses and Commercial Academic Professional Book Publishers: 1989-2000;” co-author with Clara Rodriguez and Robert M. Wharton.
- June 10, 2006 **INFORMS Marketing Science: Annual Conference (Pittsburgh, Pennsylvania)**  
“The Scholarly Book Buyer’s Decision Process: A National Survey of University Faculty;” co-author with Hooman Estelami and Robert M. Wharton (revised version).
- May 27, 2006 **The Academy of Marketing Science: Annual Conference (San Antonio, Texas)**  
“The Scholarly Book Buyer’s Decision Process: A National Survey of University Faculty;” co-author with Hooman Estelami and Robert M. Wharton.
- May 23, 2006 **The World Bank: “Publishing for Impact” (Washington, D.C.)**  
“The Changing College and University Library Market for Non-Profit University Press Books and Journals: 1997-2004;” co-author with Hooman Estelami, Robert M. Wharton, and Robert Jones.
- May 19, 2006 **The Library of Congress: The Science, Technology, & Business Division and The Technology Policy Directorate (Washington, D.C.)**  
“The State of the U.S. Book Publishing Industry: 2004-2005 With Projections for 2006-2010;” co-author Robert M. Wharton.
- May 19, 2006 **Book Expo America (Washington, D.C.)**  
“Book Industry Trends 2004-2010;” co-author Robert M. Wharton.

- November 26, 2005 **Oxford University (U.K.):**  
 “Market Changes in the U.S. Book Publishing Industry: 1945-2005.”  
 Paper selected for History of the Book conference, Oxford University  
 Magdalen College.
- September 22, 2005 ***The Book Standard’s Book Summit 2005 (NYC)***  
 “The State of the Book Industry 2005 By The Numbers: Crisis or  
 Renaissance?”
- July 28, 2005 **The Catholic University of America’s School of Library and  
 Information Science (Washington, D.C.)**  
 Class: The History of the Book (CLSC 601)  
 [The M.S. in Library Science]  
 “The Market for Books in the U.S.: 1999-2009”
- July 15, 2005 **Society for the History of Authorship, Reading,  
 and Publishing: Thirteenth International Conference  
 (Dalhousie University, Halifax, Nova Scotia, Canada)**  
 “The Supply and Demand for Scholarly Books in the  
 United States:1999-2004.”
- July 11, 2005 **McGraw-Hill (New York City)**  
 “The Market for Trade, Professional, and  
 Educational Textbooks in the United States: 1999-2009”
- June 2, 2005 **Book Expo America (New York City)**  
 “Making Market Research Pay”
- May 16, 2005 **The Book Industry Study Group (New York City)**  
 “Book Industry Projections: 2004-2009;”co-author with Robert M.  
 Wharton)
- April 14, 2005 **The University of Cambridge (U.K.)**  
 “Organizational Choice in the U.S. Book  
 Publishing Industry: Strategies for Domestic Success  
 and Global Competitiveness”  
 (Co-author with Robert M. Wharton, who presented the paper)
- March 22, 2005 **The Association of Author’s Representatives (New York City)**  
 “The State of Publishing: Trends, Forecasts, and Industry Changes”
- November 5, 2004 **The Library of Congress and the Washington Area  
 Group for Print Culture Studies**  
 “Economic and Business Trends in the U.S. Book Industry: 1945-1999”
- June 3, 2004 **Book Expo America (Chicago)**

“Industry Data: Power Tools for a Stronger Bottom Line”

- December 17, 2003 **Harvard University**  
Class: “Survey of Publishing: From Text to Hypertext” [HUMA E-105/W]  
“An Economic History of the U.S. Book Publishing Industry: 1945-2003”
- November 8, 2003 **6<sup>th</sup> Annual Fordham University Pricing Conference**  
“Who Do College Textbooks Cost So Much? A Case Study of U.S. Economics Textbooks.”
- July 30, 2003 **Association for Education in Journalism and Mass Communications Annual Convention (Kansas City, MO): Media Management and Economics Division**  
“The Development of Undergraduate and Graduate Programs in Media Management and Economics at a Business School: Strategy and Structure.”
- December 16, 2002 **Harvard University (Cambridge, MA)**  
Class: “Survey of Publishing: From Text to Hypertext” [HUMA E-105/W]  
“The History of the Book Publishing Industry in the U.S.: 1945-1999”
- September 27, 2002 **5<sup>th</sup> Annual Fordham University Pricing Conference (New York City)**  
“The Price of University Press Books”
- December 17, 2001 **Harvard University (Cambridge, MA)**  
Class: “Survey of Publishing: From Text to Hypertext” [HUMA E-105/W]  
“The Business of Book Publishing in the United States”
- August 5-6, 2001 **Association for Education in Journalism and Mass Communications Annual Convention (Washington, D.C.): Media Management and Economics Division**  
August 5, 2001 “The Scholarly Journal Editor’s Conundrum: Are Electronically Posted and Distributed Preprints, E-Prints, and Working Papers ‘Publications’ Ineligible for Submission to Scholarly Journals”?  
  
August 6, 2001 “The State of Scholarly Communication: A Preliminary Analysis of Scholarly Book and Journal Publishing in the United States, 1989-2000”
- June 16, 2001 **Association of American University Presses Annual Meeting (Toronto)**  
“A Review of Scholarly Book Title Output and Prices: 1989-2000”
- March 2, 2001 **Association of American University Presses Annual Meeting of Finance and Business Managers (Tucson)**



"Preliminary Statistics on University Press Book Output and Journal Prices"

- December 4, 2000 **Harvard University (Cambridge, MA)**  
Class: "Survey of Publishing: From Text to Hypertext" [HUMA E-105/W]  
"The Structure of the Book and E-Book Markets in the U.S.: 1999-2004"
- August 10, 2000 **Association for Education in Journalism and Mass Communications Annual Convention (Phoenix): Media Management and Economics Division**  
"U.S. Book Exports and Imports 1998-1999, With Projections to 2004"
- June 24, 2000 **Association of American University Presses Annual Meeting (Denver)**  
"The Impact of Electronic Books (E-Books) on University Presses;"  
  
"A Financial Analysis of Amazon.com and Internet Bookselling."
- August 6, 1999 **Association for Education in Journalism and Mass Communications Annual Convention (New Orleans): Media Management and Economics Division**  
"The Impact of Advertising on a Motion Picture's Box Office Results: A Study of U.S. Motion Pictures Released in 1997 and 1998"  
  
Discussant for session on "Business Challenges Facing Newspaper Owners and Editors"
- June 22, 1999 **the Association of American University Presses Annual Meeting (Austin)**  
"The Market for University Press Books: 1985-2003"
- June 3, 1999 **Printing Teachers Guild of New York (High School of Graphic Communications Arts; Board of Education of the City of New York)**
- October 11, 1998 **New York State Communication Association Annual Convention**  
"Market Concentration Levels in the U.S. Consumer Book Industry: 1995-1996"
- August 8, 1998 **Association for Education in Journalism and Mass Communications Annual Convention (Baltimore): Media Management and Economics Division**  
"The Impact of Horizontal Mergers and Acquisitions on Corporate Concentration in the U.S. Book Publishing Industry: 1989-1994"  
  
Paper won "Third Place in the Faculty Paper Competition."
- July 30, 1997 **Association for Education in Journalism and Mass Communications**



**Annual Convention (Chicago): Media Management and Economics Division**

“Changing Demographics and the U.S. Book Industry”

Discussant for session on “Explaining Newspaper [Economic] Performance”

February 1994

**National Association of Printers and Lithographers’  
"Top Management Conference" (Naples, Florida)**

"The First Amendment, Freedom of the Press, and the U.S. Printing Industry"

June 1992

**The Annual Meeting of the Association of American University Presses (Chicago)**

"Affirmative Action or Inaction? A Preliminary Report on The Status of Women in Scholarly Publishing"

May 1991

**Simon Fraser University's Canadian Centre for Studies in Publishing (Vancouver, Canada)**

"Issues in Book and Magazine Marketing and Distribution"

"A Survey of Current Research Trends in Book and Magazine Publishing Studies"

April 1991

**Association for Education in Journalism and Mass Communication's Mid-Year Conference (College of William and Mary, Williamsburg, Va.)**

"The Impact of Advertising on Business Magazines in the 1980's"

May 1989

**39th Annual Conference of the International Communication Association (San Francisco)**

"The Growth in Mergers and Acquisition in the United States Publishing Industry: 1984-1988"

Paper was selected one of the "Top Ten" papers in mass communications at the 1989 I.C.A. Conference.

April 1989

**Simon Fraser University's Canadian Centre for Studies in Publishing (Vancouver, Canada)**

Keynote Speaker at International Publishing Conference "Between Theory and Practice: A National Conference on Teaching Publishing"

"Teaching Publishing: A Mix of the Practical and Theoretical"

Also presented papers on: "The Business of International Publishing: Europe in 1992 and the Pacific Rim" and

"Developing Teaching Materials for Corporate Publishing"

February 1988	<b>Long Island Graphic Arts Association (Hempstead, Long Island)</b>
January 1988	<b>Printing Industry Association of New York State (Albany, N.Y.)</b> Keynote Speaker at the Benjamin Franklin-Printing Week State Convention
November 1987	<b>Association of the Graphic Arts (Newark, N.J.)</b>
October 1987	<b>Association of the Graphic Arts (New York)</b>
December 1986	<b>Young Printing Executives Club (New York)</b>
September 1985	<b>The Navigator's Club (New York)</b>
June 1985	<b>Local One, Amalgamated Lithographers of America (New York)</b>
December 1984	<b>The Graphic Arts Marketing Information Service (Printing Industries of America; Alexandria, VA.)</b>
October 1984	<b>Brooklyn Law School's Labor Law Society (Brooklyn, N.Y.)</b>
April 1984	<b>Women in Production (New York City)</b>
March 1984	<b>Xavier Institute {Of Labor Relations} (New York)</b>
March 1983	<b>Xavier Institute {Of Labor Relations} (New York)</b>
October 1979	<b>Duquesne History Forum (Pittsburgh, PA.)</b>
October 1978	<b>Duquesne History Forum (Pittsburgh, PA.)</b>
April 1978	<b>National Association of Independent Schools (New York City)</b>
March 1976	<b>New Jersey Committee for the Humanities [under the auspices of the National Endowment for the Humanities] (Paramus, N.J.)</b>

**CITATIONS IN SCHOLARLY PUBLICATIONS, INTERVIEWS, QUOTES, AND EXPERT TESTIMONY**

2012 Research cited in *Media/Society: Industries, Images, and Audiences*, by William Hoynes, David Croteau, and Stephania Milan (Thousand Oaks, CA: Sage, 2012).

March 20, 2012 Interviewed in *The Wall Street Journal*: "Houghton Mifflin Hires

- Restructuring Advisers,” by Mike Spector and Jeffrey A. Trachtenberg.
- March 11, 2012 Interviewed in *The Tennessean*: “Publishers Try To Adjust to E-Reader Surge,” by Duane Marsteller.  
[www.tennessean.com](http://www.tennessean.com)
- March 9, 2012 Interviewed by Reuters: “U.S. Justice Dept. Warns Apple, Publishers Over E-Books,” by Diane Bartz.  
Article appeared on Yahoo News; newspapers in India; *The Pittsburgh Tribune-Review*; *The Edmonton Journal* (Canada); and in other newspapers in North America; etc.
- March 8, 2012 Interviewed by Reuters: “PayPal Get Religion on ‘Obscene’ E-books, Tells Sellers to Ban Content,” by Alistair Barr.  
Article appeared in *The Globe and Mail* (Toronto, Canada); MSNBC; *Today* (Singapore); and other newspapers in North America; etc..
- February 19, 2012 Interviewed in *Crain’s New York Business*: “Barnes & Noble Bans Amazon Publishing,” by Matthew Flamm.  
<http://www.crainsnewyork.com>
- January 20, 2012 Research cited in *The Wall Street Journal*: “Apple Jumps into Textbooks,” by Jessica E. Vascellaro, Shara Tibken, and Jeffrey A. Trachtenberg (page B8).
- January 19, 2012 Interviewed in *The Washington Post*: “Apple Starts Selling Interactive High-School Textbooks for the iPad,” by Peter Svensson. Article reprinted in *The San Francisco Chronicle*, Fox News, NPR, etc.
- January 14, 2012 Interviewed in *The Washington Post*: “As Demand for e-Books Soars, Libraries Struggle to Stock Their Virtual Shelves,” by Christian Davenport.
- January 4, 2012 Interviewed in *The Chronicle of Higher Education*: “E-Textbooks Saved Many Students Only \$1,” by Nick DeSantis.
- 2011 Research cited in *Entertainment Industry Economics*, 8<sup>th</sup> edition, by Harold L. Vogel (New York: Cambridge University Press, 2011).
- 2011 Research cited in “Cultural Products Go Online: Comparing the Internet and Print Media on Distributions of Gender, Genre, and Commercial Success,” by Marc Verboord in *Communications: The European Journal of Communication Research* 36, 4(October 2011): 441-462.
- 2011 Research cited in “Recognition and Renown, The Structure of Cultural Markets: Evidence from French Poetry,” by Sebastien Dubois in the

*Journal of Cultural Economics* (September 2011):

- 2011 Research cited in "Goodbye Pareto Principle, Hello Log Tail: The Effect of Search Costs on the Concentration of Product Sales," by Erik Brynjolfsson, Yu (Jeffrey) Hu, and Duncan Simester in *Management Science* 57, 8(August 2011): 1373-1386.
- 2011 Research cited in "Gender and Computing," by J. McGrath Cohoon, Sergey Nigal, and Joseph "Joyfish" Kaye in *Communications of the ACM* 54,8 (August 2011).
- 2011 Research cited in "Market Change and Diversity in the Korean Movie Market," by Sora Park in *Asian Journal of Communication* 21, 6(2011): 544-563.
- 2011 Research cited in: "Market Logic and Cultural Consecration in French, German, and American Bestseller Lists, 1970-2007," by Marc Verboord in *Poetics* 39,4(August 2011): 290-315.
- 2011 Research cited in "Suggested Framework to Overcome Perceived Barriers to Research Publishing in Saudi Arabia," by Jumaan Abdulqader Alzahrani in *International Journal of Academic Research* 3,4(July 2011): 374-391.
- 2011 Research cited in *Media and Internet Management*, by Bernd W. Wirtz (Speyer, Germany: Gabler Verlag Springer, 2011).
- 2011 Research cited in "Journal Publishing in Era of Economic Crisis: A Case of Scientific Journal Field of Social Sciences in Croatia," by Radovan Vrana in *Library Review* 50,6 (2011): 513-531.
- 2011 Research cited in "*Falhas de Mercado e a homogeneizacão da programação de televisão por radiodifusão no Brasil*," by Rodrigo Amorim Gonçalves Rosa. *Dissertação (mestrado)*; Universidade de Brasília; Departamento de Economia (30 Mai 2011).
- 2011 Research cited in "Dead, Done for and Dangerous: Teaching Editing Students What Not to Do," by Katya Johanson in *New Writing: The International Journal for the Practice and Theory of Creative Writing* 3, 1(2011): 47-55.
- 2011 Research cited in "It's the Beast Thing: Victimization, Violence, and popular Masculine Crises," by Andrea Braithwaite in *Feminist Media Studies* (April 2011): 417-432.
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